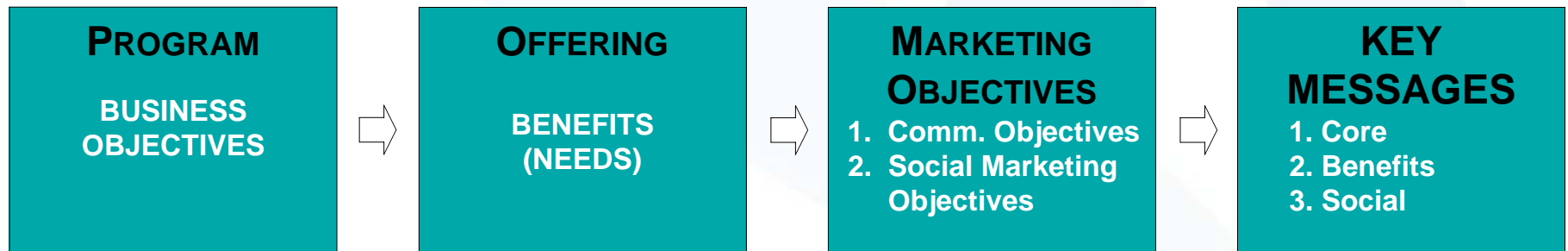


Problem > Strategy > Solution

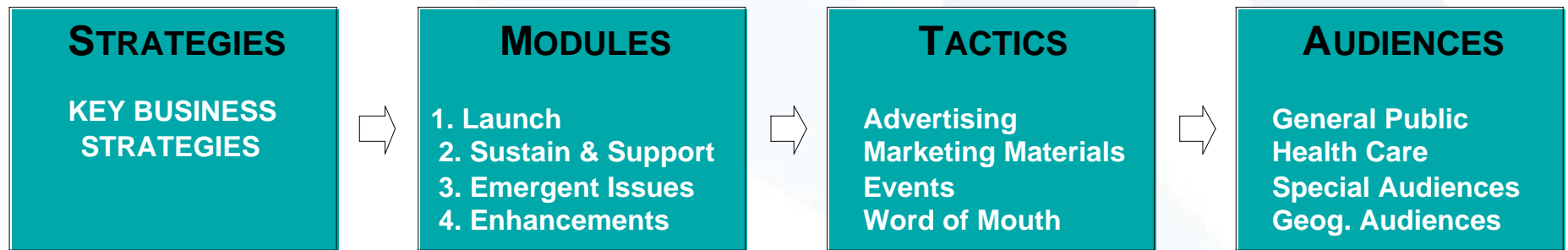
Health Lines: Strategic Marketing
The Stratus Approach

A presentation to
Making the Right Connections
National Health Line Symposium

The Stratus Approach



The Stratus Approach cont.



Work to Solve Health Line's Business Objectives

- **Operational Objectives**
 - Drive quality usage
 - Improve public perceptions of health lines
- **Social Marketing Objectives**
 - Change people's habits

Benefits of Health Lines

- Health Advice
- Health Information & Service
- Wayfinding
- Easier Access to System
- Assistance without Travel
- Self Care Information
- Reassurance

Marketing Objectives

Communication Objectives

- Follow the progression of communication objectives
 - Awareness
 - Understanding
 - Positioning
 - Support
 - Usage
 - manage expectations



Marketing Objectives Cont.

Social Marketing Objectives

- Personal accountability for health
- Non facility-based care
- High quality and vital

Key Messages

Core Messages

- Health lines provide useful health information
- Health lines are an important part of the system

Benefit Messages

- Explain the benefits in consumer's language
- Speaks to targeted audiences

Social Marketing Messages

Key Communication Strategies

- Position Healthlines
- Don't "sell." Inform.
- No public fanfare
- Stages of change
- Word of mouth
- Keep communications personal
- Avoid the politics of health care
- Integrated multi-media approach to communication

General Modules

1. Launch Module
2. Emergent Issues Module
3. Enhancement Module
4. Sustain & Promote Module

Tactical Modules Cont.

Targeted Modules

1. Rural Populations Module
2. Chronic Care Module
3. Ethnic Populations Module
4. Senior Populations Module
5. New Mothers Module
6. Aboriginal Populations Module

Audiences

1. Health care providers
2. General public
3. Targeted audiences

Advertising

- print
- radio
- outdoor

Brochures

Posters

Media Relations

Creative Theme

**Your Health.
Your Call.**


Concept 1 (chosen)



Concept 1



Concept 1

An illustration of a medical syringe with an orange plunger and a grey barrel, positioned vertically. Below the syringe is a grey, rounded rectangular device with a circular opening on its front face, containing several small black dots. The background is a light blue gradient with faint, larger-scale patterns.

Diabetes Advice

Your Health. Your Call.
1 800 555 0000

Concept 2

Cold



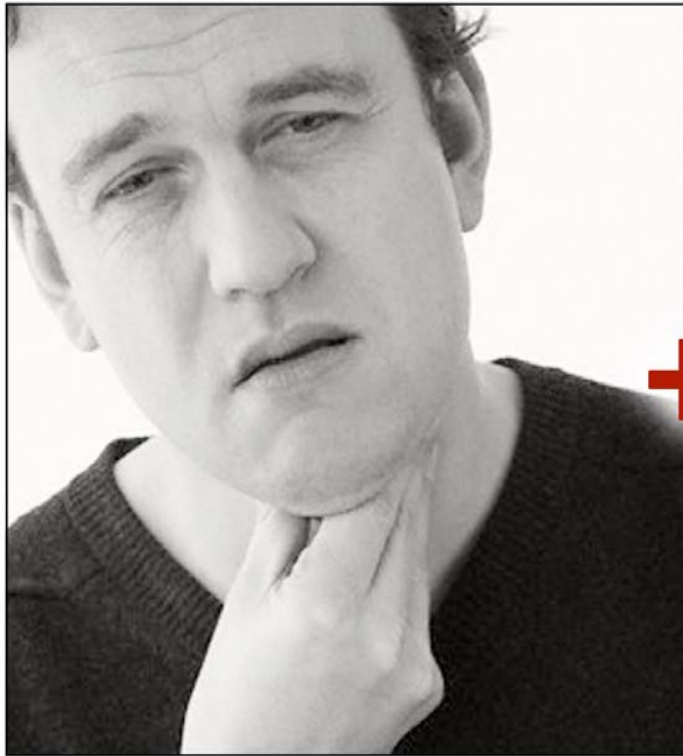
Remedy



Your Health. Your Call.

Concept 2

Pain



Relief



Your Health. Your Call.

Concept 2

Baby



Talk



Your Health. Your Call.



STRATUS
p a r t n e r s

Health Lines: Strategic Marketing

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Conference